

Creating A Mission-Driven Organization

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Why: The mission is a statement of “why” action should be taken. The mission is often the opposite of a stated problem.

What: A goal is a broad statement of “what” is to be accomplished within a specific time frame.

What: An objective is a narrower statement of “what” discrete results will be achieved. The results of the objectives, taken together, will accomplish a goal.

How: An activity is an action that, alone or in combination with other tasks, constitutes how goals and objectives will be accomplished.



Example: NEETF

Mission: Advance environmental literacy

Goal: Improve public health by advancing environmental literacy

Objective: Integrate environmental health into medical and nursing education and practice

Activities: Develop curricula and tools; hold trainings; create website; fundraising



Mission

- Develop a Mission Statement
- Identify Strengths
- Identify strategies to leverage Strengths
- Identify Weaknesses
- Identify strategies to overcome Weaknesses



Goals



- Develop Goals
- Define Expected Outcomes
- Identify Barriers for achieving these Goals
- Identify strategies to overcome these Barriers
- Evaluate Outcomes

How is this achieving the Mission?

Objectives



- Develop Objectives
- Define Expected Outcomes
- Identify Barriers for achieving these Objectives
- Identify strategies to overcome these Barriers
- Evaluate Outcomes

*How is this achieving the Goal?
How is this achieving the Mission?*

Activities



- Develop List of Activities
- Define Expected Outcomes
- Identify Barriers for achieving these Activities
- Identify Strategies to overcome these Barriers
- Evaluate Outcomes

*How is this achieving the Objective?
How is this achieving the Goal?
How is this achieving the Mission?*

Euro-Asian Association for Children's Environmental Health

...is a Mission-Driven Organization!!!

